



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 321423

Schedule Dates	10/15/12-10/21/12	Date Entered	07/10/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/11/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	C15C21 GOV (132630)	Headline #	06221198
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/C15C21	Commission	\$7,170.00
Account Types	National/Political	Net Total	\$40,630.00
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)	Spots	Rate
By Broadcast Month		
Oct. 2012	48	\$47,800.00
<b>Grand Total:</b>	<b>48</b>	<b>\$47,800.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.3	Normal Line / Spot	10/17/12-10/17/12	4	:30	7A- 8A (EST)				1					1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/11/12
5.2	Normal Line / Spot	10/19/12-10/19/12	4	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
7.1	Normal Line / Spot	10/19/12-10/19/12	5	:30	12P- 1P (EST)					1				1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
9.2	Normal Line / Spot	10/19/12-10/19/12	5	:30	5A- 5:30A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	10/11/12
10.2	Normal Line / Spot	10/19/12-10/19/12	4	:30	6P- 6:30P (EST)					1				1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	6P NEWS	10/11/12
11.2	Normal Line / Spot	10/19/12-10/19/12	4	:30	7A- 8A (EST)					1				1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/11/12
13.3	Normal Line / Spot	10/15/12-10/15/12	4	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
15.2	Normal Line / Spot	10/15/12-10/15/12	5	:30	12P- 1P (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
17.3	Normal Line / Spot	10/15/12-10/15/12	5	:30	5A- 5:30A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	10/11/12
18.3	Normal Line / Spot	10/15/12-10/15/12	4	:30	6P- 6:30P (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	6P NEWS	10/11/12
19.3	Normal Line / Spot	10/15/12-10/15/12	4	:30	7A- 8A (EST)			1						1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/11/12
22.3	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A- 8A (EST)						1			1	\$325.00	\$325.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	10/11/12
23.3	Normal Line / Spot	10/20/12-10/20/12	4	:30	8A- 9A (EST)						1			1	\$625.00	\$625.00	Charlotte (WSOC)	GMA SATURDAY	10/11/12
24.3	Normal Line / Spot	10/21/12-10/21/12	4	:30	11P- 11:35P (EST)								1	1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	SUN LATE NEWS	10/11/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	CI5C21 GOV (132630)	Headline #	06221198
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN, LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/CI5C21	Commission	\$7,170.00
Account Types	National/Political	Net Total	\$40,630.00
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

## Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	48	\$47,800.00
<b>Grand Total:</b>	<b>48</b>	<b>\$47,800.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
26.3	Normal Line / Spot	10/21/12-10/21/12	4	:30	6P- 6:30P (EST)								1	1	\$1,350.00	\$1,350.00	Charlotte (WSOC)	6P NEWS SUNDAY	10/11/12
27.3	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A- 8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	10/11/12
28.3	Normal Line / Spot	10/18/12-10/18/12	4	:30	11P- 11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
29.2	Normal Line / Spot	10/18/12-10/18/12	5	:30	12P- 1P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
31.3	Normal Line / Spot	10/18/12-10/18/12	5	:30	5A- 5:30A (EST)				1					1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	10/11/12
32.3	Normal Line / Spot	10/18/12-10/18/12	4	:30	5:30P- 6P (EST)				1					1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
33.3	Normal Line / Spot	10/18/12-10/18/12	4	:30	6P- 6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	6P NEWS	10/11/12
34.3	Normal Line / Spot	10/18/12-10/18/12	4	:30	7A- 8A (EST)				1					1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/11/12
35.3	Normal Line / Spot	10/16/12-10/16/12	4	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
36.2	Normal Line / Spot	10/16/12-10/16/12	5	:30	12P- 1P (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
38.3	Normal Line / Spot	10/16/12-10/16/12	5	:30	5A- 5:30A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	10/11/12
39.3	Normal Line / Spot	10/16/12-10/16/12	4	:30	5:30P- 6P (EST)			1						1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
41.3	Normal Line / Spot	10/16/12-10/16/12	4	:30	7A- 8A (EST)			1						1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/11/12
43.3	Normal Line / Spot	10/17/12-10/17/12	4	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12

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45.2	Normal Line / Spot	10/17/12-10/17/12	5	:30	12P- 1P (EST)				1					1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
49.1	Normal Line / Spot	10/19/12-10/19/12	4	:30	5P- 5:30P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/11/12
50.1	Normal Line / Spot	10/19/12-10/19/12	4	:30	5:30P- 6P (EST)					1				1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
52.1	Normal Line / Spot	10/19/12-10/19/12	4	:30	7A- 8A (EST)					1				1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/11/12
56.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	5P- 5:30P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/11/12
57.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	5:30P- 6P (EST)		1	X						1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/11/12
58.1	Normal Line / Spot	10/20/12-10/20/12	4	:30	11:30P- 12:05A (EST)						1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		10/11/12
62.1	Normal Line / Spot	10/18/12-10/18/12	4	:30	5P- 5:30P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/11/12
63.1	Normal Line / Spot	10/18/12-10/18/12	4	:30	6A- 7A (EST)					1				1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		10/11/12
64.1	Normal Line / Spot	10/18/12-10/18/12	4	:30	7A- 8A (EST)					1				1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		10/11/12
69.1	Normal Line / Spot	10/16/12-10/16/12	4	:30	5P- 5:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/11/12
70.1	Normal Line / Spot	10/16/12-10/16/12	4	:30	6A- 7A (EST)				1					1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		10/11/12
71.1	Normal Line / Spot	10/16/12-10/16/12	4	:30	7A- 8A (EST)				1					1	\$1,075.00	\$1,075.00	Charlotte (WSOC)		10/11/12
72.1	Normal Line / Spot	10/16/12-10/16/12	4	:30	8A- 9A (EST)				1					1	\$975.00	\$975.00	Charlotte (WSOC)		10/11/12

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75.1	Normal Line / Spot	10/17/12-10/17/12	4	:30	5P- 5:30P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		10/11/12
76.1	Normal Line / Spot	10/17/12-10/17/12	4	:30	5:30P- 6P (EST)				1					1	\$1,300.00	\$1,300.00	Charlotte (WSOC)		10/11/12
78.1	Normal Line / Spot	10/17/12-10/17/12	4	:30	8A- 9A (EST)				1					1	\$975.00	\$975.00	Charlotte (WSOC)		10/11/12
79.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	6A- 7A (EST)				1					1	\$1,175.00	\$1,175.00	Charlotte (WSOC)		10/11/12
80.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	7A- 8A (EST)				1	X				1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/11/12
81.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	8A- 9A (EST)				1					1	\$975.00	\$975.00	Charlotte (WSOC)		10/11/12

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